



BIG IMPACT → For You ← SMALL BUSINESS

Reach new audiences through a marketing partnership with Oakland's beloved choir

“ If you're looking for a way to **get your business in front of a large, diverse audience**, you can't beat OIGC. Our partnership with them has been wonderful, providing fantastic advertising to people we might not otherwise reach.

We've gained new repeat customers as a result!

OIGC is the best of what Oakland has to offer and I'm proud to be a part of it.

Shakewell Restaurant, Oakland **Tim Nugent**



The **Oakland Interfaith Gospel Choir (OIGC)** is more than an award-winning performance ensemble. We're a cultural, arts, and education organization, and we've been a vital part of the vibrant social tapestry of Oakland and the surrounding Bay Area for nearly 50 years.

As a premier local institution, OIGC provides an ideal opportunity for community-minded businesses to **engage in promotional partnerships** with our family of choirs.

We are...

300 SINGERS

Ages
5-100

Across
8 ENSEMBLES

80k

Audience
In-person + virtual attendees in 2022

29+

Faiths
represented in our community

\$65k-165k

Income
average range of database contact

25+

Public Performances
Average annual promotional opportunities

18k

Social Media
followers + database contacts



Community Support | Brand Awareness | Competitive Advantage

85%
Source: www.score.org

of consumers have a more positive image of a company who gives to charity.

90%

of consumers want to know how companies are supporting local causes.

Partner with OIGC this year to get your business name in front of local customers you want to reach.

As a **small business partner**, you'll have the chance to **expand your brand's exposure** to OIGC's dedicated and diverse singing membership, as well as to our large, loyal audience.

In addition to **promoting your business** at live events, your company can also benefit from year-long placement in our mailings, social media, website, and more!



We're ready to craft a package that meets your unique needs!

Small Business Annual Partners (<\$1M Budget) <small>**Visit www.oigc.org/sponsor to learn more about Larger Corporate Sponsorship Opportunities**</small>	\$100 Bronze	\$250 Silver	\$500 Gold	\$750 Platinum	\$1,000 Diamond
Acknowledgement in selected promotional materials	•	•	•	•	•
VIP Reception at Annual Holiday Show	•	•	•	•	•
Advanced + Group Sales access to all performances	•	•	•	•	•
Special VIP Reception		•	•	•	•
Season T-Shirt			•	•	•
Complimentary Shout-Out space in event programs				•	•
Discounted Ad space in event programs for up to four performances				•	•
Reserved admission to Season performances					•

Other select opportunities for co-operative marketing, special access, and more. We welcome creative in-kind contributions!

Visit www.oigc.org/sponsor or call 510.797.6729 today to learn more.